**Glamour Codes Check In Quiz**

You will need your notes from last week to complete these. Type your answers in a different font color (if you do NOT want to use email, you need to write your answers on lined paper and hand it in, YOU MAY NOT PRINT). Remember you are going to be identifying the Glamour Code AND the reasoning behind it.

1. A man and woman are out to a nice dinner, sitting at a table with candles and flowers, holding hands and looking at one another. A bottle of wine is on the table. Which glamour code is the best identifier for this advertisement? Why?
2. A cowboy is out on the plains with only his horse and the sun at his back with a pack of Marlboro cigarettes in his pocket . Which glamour code is the best identifier for this advertisement? Why?
3. The Budweiser "Wazzup" advertising campaign causes many people to laugh. Which glamour code is the best identifier for this advertisement? Why?
4. A business woman is walking through restaurant carrying a drink as people are stopping her to ask for advice and help. Which glamour code is the best identifier for this advertisement? Why?
5. Two athletes are seen holding a bottle of beer. The label reads: New, Improved and More Vitimins and Minerals. Which glamour code is the best identifier for this advertisement? Why?
6. A print ad shows people skiing in competition on a slope in the Colorado Rockies. Superimposed over the advertisement is an image of a brand of cigarettes. Which glamour code is the best identifier for this advertisement? Why?
7. A group of college students are shown at a concert with a cigarette in their hands. Which glamour code is the best identifier for this advertisement? Why?
8. Make up your OWN scenario for showing a Glamour Code.

Email this to Mrs. Ferris as an attachment ([ferrer01@southredford.net](mailto:ferrer01@southredford.net)). DO NOT print. If you do not want to do this on the computer, you must get lined paper and write your answers on that and turn it in.